



A short drive from the cooperative headquarters is a growing member business. Eau Claire Energy Cooperative visited with Ted Pretasky, owner and founder of Accent Paint Store & Accent Finishing. Following a warm welcome from smiling staff, the interview and tour with Pretasky made it easy to see that Accent lives up to their mission—to make a profit and have fun by selling and applying finishing products.

## FAITH, FUN AND FINISHING

### Accent Paint Store & Finishing

Stepping into the front door, your eyes are drawn to the huge shark hanging from the store ceiling, other fish on the walls, and staff and family photos scattered throughout. There are also buckets of paint and finish, colorful swatches, painting tools and equipment, and offices along the back wall. The fish are a tribute to the owner's favorite hobby of saltwater fishing, but this area of the building is only a fraction of the business and activity. A large shop behind the store has been added on to several times in the past 16 years.

Pretasky talked us through the history.

Operating out of their home basement, Ted Pretasky soon found that projects were outgrowing their space. His wife, Anne, shared that though she appreciated family time, sharing space with paint fumes was not going to work for the long-term.

In 2005, as fortune and faith would have it, Pretasky was hired to remodel and finish the space on Highway 12 because the tenant was not returning. A colleague suggested that it may be a good spot for Pretasky's business, and

Accent Finishing found a new home.

Accent's focus on quality work and excellent customer service resulted in more and more referrals and expanded services. Employees were added one by one and now with a staff of 20, Accent provides a whole list of services including interior, exterior painting and staining, custom cabinet painting and staining, color consulting, stucco and EIFS (exterior insulation and finish system). After chatting in the store, Pretasky led us through various sections of the shop.



Owner Ted Pretasky (left) with longtime employee Trent Davis.



Left: Resident sharks preside over the store front. Above: The color station is digital and interactive.

The workspace was a flurry of activity —pallets of paint being unloaded, trim getting a coat of stain in the spray booth, employees carrying freshly painted doors and hanging them to dry, and inventory being moved about. As we watched Kaylee spraying stain, Pretasky nodded to the booth and explained that this is where the bulk of their electricity usage happens. The fans

certification. Certified by SCS Global Services—an international leader in third-party environmental and sustainability certifications—this high-quality paint is environmentally friendly.

As we made our way back to the store, Pretasky shared that he is fortunate to have a great team of employees who contribute to the company’s success. He called out a few—Loren Roth, his “right hand,” and Trent Davis, who has been with the organization for over a decade.

Pretasky proudly shared that his children have all worked at Accent and his son, Noah, has an interest in taking over the business sometime in the future.

As we wrapped up our conversation, we didn’t need the photos or mission on the wall to see that Ted Pretasky takes pride in his work, relies on his faith, and cares about the people who make Accent Paint a success!



**6800 Highway 12 East**  
**Hours are Monday – Friday**  
**7 a.m. – 5 p.m.**  
**Saturday 8 a.m. – Noon**  
**715-830-5002**

MY CO-OP

**“We’re really excited about this new line. You won’t find these colors anywhere else.”**

—Ted Pretasky, Owner

and motors use electricity to ventilate the booth; reliable electricity is an important component to their work.

Plans are underway for a new addition to the work area, the fifth add-on in 16 years! This addition will make space for a new line of high-quality paint by Kelly-Moore Paint.

“We’re really excited about this new line,” Pretasky explained. “Kelly-Moore is the largest privately owned paint manufacturer in the United States and the colors in this paint are phenomenal. You won’t find these colors anywhere else!”

Another special feature about Kelly-Moore paint is its green product



Kaylee spraying stain in the spray booth.